



BROWN & WILLIAMSON TOBACCO CORPORATION
1600 West Hill Street - Louisville, Kentucky 40201

February 23, 1966

LAW DEPARTMENT

ADDISON YEAMAN, VICE PRESIDENT -
GENERAL COUNSEL

JAMES M. RAVLIN
DEBAUN BRYANT
PATRICK M. KELLY

Messrs. Clements
Haas
Hetsko
Ramm
Russell
Smith

Tentative Agenda for Meeting of General Counsel - 25th February

1. Federal Trade Commission letter of February 16 re "latest available Nielsen data on TV program popularity by demographic breakdown;" Messrs. Austern and Tenko attending.
2. Review of CTR in the light of extended "Special Projects" research.
3. Discussion of A.Y.'s meeting on February 14 with Dr. Bard of the University of Kentucky
4. Proposed program, Spring Meeting of the Tobacco Institute.
5. Cigarette Advertising Code: Discussion of possible regulation on program sponsorship in terms of audience breakdown by age levels.
6. Cole v. Philip Morris et al.
7. Magnuson hearing on USDA film - World of Pleasure.
8. Tobacco Tax Council - Messrs. Bill O'Flaherty and Fred Royster attending at 2:30 P.M.

Sf.

RC-6033259

MS
Subject to New Discrimination

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